

COMMITTEE TO PROMOTE SUPERIOR TOWNSHIP – “One Superior Place”

Meeting June 21, 2023

Remarks and Announcements – Brenda Baker, Carla Bisaro, Carole Hann, and Katie Russo attended; regrets were received from Margery Dosey and Ken Schmidt.

Library Display – There has been no further word from the Ypsilanti District Superior Township library regarding the 30” x 36” display board; nonetheless, we ought to start preparing our first display for posting as soon as the display board becomes available. Carla also noted that she would commence updating the supply of Superior Places descriptions.

Internet, Websites, Social Media – Even in Margery’s absence, it was noted that she has an ongoing need for content, and committee members were urged to assist as much as possible. A proposed new category, Superior People, may yield interesting content for Facebook/Instagram posting.

New Resident Welcome Packet – In a quick look at the Welcome packet, it was agreed that any addition of business coupons in the packet would be put on hold; it was noted that access to area trail guides was already included. We considered a flyer about our committee and its work, and agreed to consider at next month’s meeting inserting a link to the business directory.

Superior Day, June 10 – In reprise, both the committee table and the business table were considered. The give-away bags were a definite success, but the magnets were only marginally popular. Carole tallied the give-away of business handouts, and reported returning unused stock to the providing businesses. The social media live-streaming efforts met with difficulties, but all agreed we would try the interviews again. All the committee members appreciated the T-shirts, but listed suggestions to Parks & Rec to aid in next year’s presentation.

How to Build Our Committee – The committee listed and discussed many of the efforts we have made to build our group.

Superior Places – The static list will no longer be included in the agenda, relying on information submitted by anyone who carries out action on the category.

Superior Neighborhoods – Brenda suggested a new category, Superior Neighborhoods, as an adjunct to our Superior Places. This could be descriptions of specific subdivisions or any grouping within the Township that could be considered a neighborhood.

Events, Outreach and Community Pride – Margery has proposed that she and her assistant Mara Sclabasi would visit the Dixboro Farmer’s Market for live streaming. Meanwhile our presence in the Township Hall vestibule remains complete. Brenda commented on the process for posting on the Township marquee.

Interface with Local Realtors – No discussion.

Schedule Next Meeting – The next meeting is scheduled to be held via Zoom on Wednesday, July 19, 2023, at 7:00 p.m.